NFL scores

(Continued from Page S-2)

promotions and to improve public relations," Mr. Eller says.

Many local marketing efforts are community related. "If a sponsor wants to use our logo," he says, "we explain the benefits to NFL Properties, and nine times out of ten they waive the royalty rights fee." The return is that sponsors often buy broadcast ads, which provides an additional bargaining chip when radio and tv rights are renegotiated. Another advantage is NFL-related promotions are, in a sense, ads for the league.

Another ripe area for growth is overseas licensing, which now accounts for a surprising 12% to 15% of retail licensing sales. "As Europeans convert to commercial tv, it's inevitable that we will get more exposure," he says.

NFL visibility in Britain has been heightened by a 75-minute weekly highlights show. With not even geography or cultural barriers blocking them, NFLP marketers appear poised to run up the score.

Another arrow in Chiefs' quiver

The Kansas City Chiefs have a lean and hungry look. It's been 14 long years since the club last saw any postseason action and fan interest has waned.

That's not good news for a club that plays in 78,000-seat Arrowhead Stadium, one of the biggest stadiums in the NFL, and one that is located in a market that ranks ahead of only Green Bay and Indianapolis in terms of population among NFL franchise locations. Unlike most clubs, the Chiefs' No. 1 challenge is to get people into the stands, says Mitch Wheeler, the Chiefs' director-promotions and group sales.

To help meet that objective, Mr. Wheeler draws his weapons from a diverse marketing arsenal, including an 80,000-piece direct mail campaign promoting group attendance, which filled 70,000 seats last season; community relations, and corporate sponsorships. "Frankly, we have learned from the Kansas City Chiefs," says John Bello, exec vp-marketing, NFL Properties, New York. "They are extremely innovative."

In an attempt to vault the Chiefs' won-loss record, the marketing theme is "Come celebrate the weekend with us," which highlights not only traditional action shots, but also marching bands and fans enjoying the game. "We're in the entertainment business," Mr. Wheeler says. "From the time people drive into our parking lot until the time they leave, we want to have the best production possible."

The production would rival any small-scale David Wolper effort. The Chiefs have their own marching band, co-ed cheerleaders, entertaining scoreboards and half-time shows.

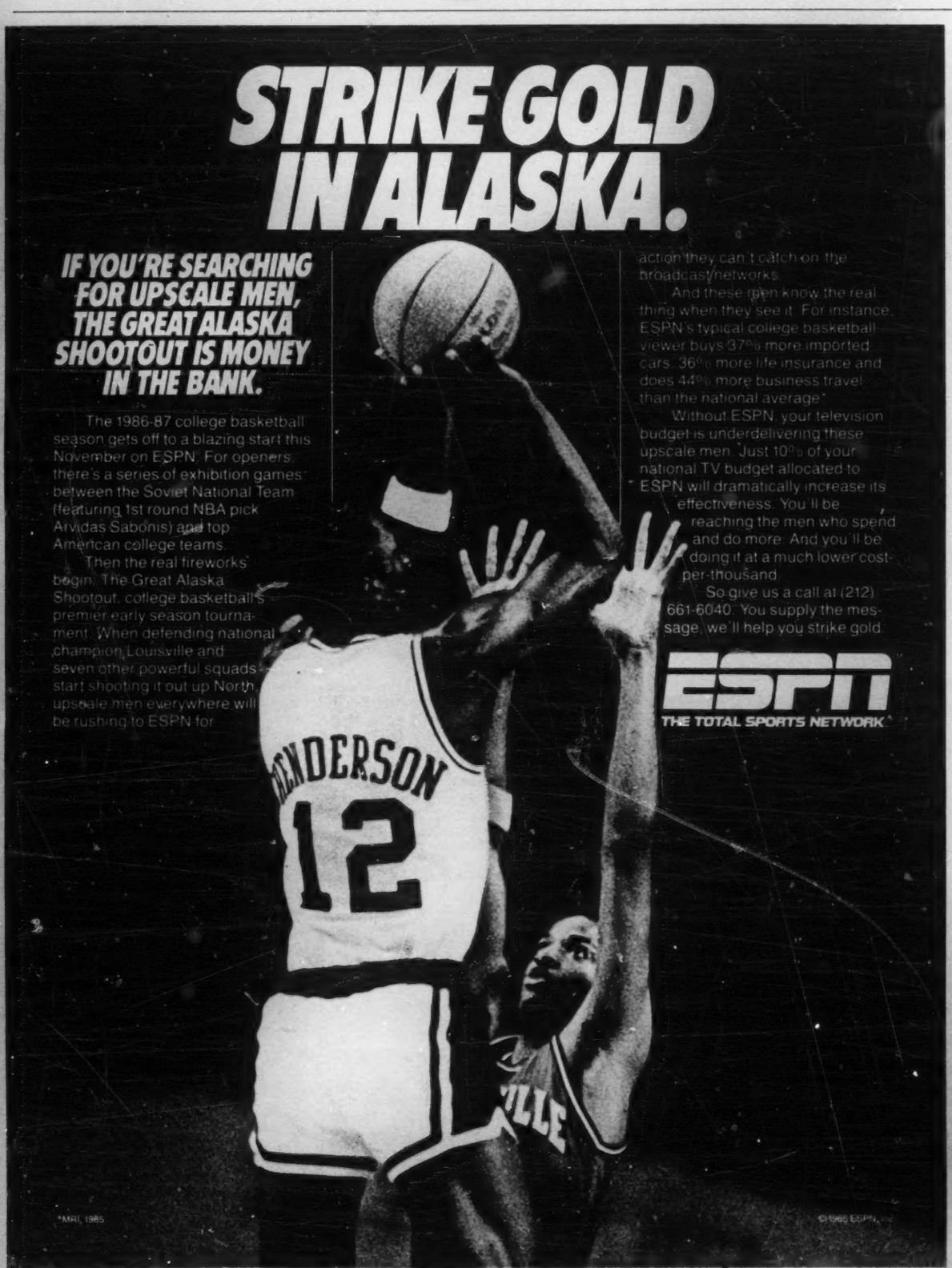
"Our goal is to put together a first-class program," he says. "Hopefully, if the team doesn't win, people still will feel as though they got their money's worth." With an ad budget of $200,000, the Chiefs have taken their message to the public through local newspapers and electronic media. "People think our budget is much larger because of our exposure level."

Mr. Wheeler also works with 35 to 40 companies to increase attendance through promotions and in-stadium giveaways. Sponsor Lee Jeans, for example, passes out a ticket with each purchase of a pair of jeans.

The Chiefs also look to corporate sponsors to chop expenses. "We look at all of those things we have to do and identify those we can take to a sponsor for a promotion tie-in to defray our costs." Oscar Mayer Food Corp., for example, put its logo on the Chiefs' pocket schedule, helping to offset printing costs.

As a result of Mr. Wheeler's strategy, average attendance at Arrowhead hit 50,000 last season. While this is a far cry from the glory days in the late '60s, he's had a lot less to work with lately.

—Thomas L. Moore


STRIKE GOLD IN ALASKA.
IF YOU'RE SEARCHING FOR UPSCALE MEN, THE GREAT ALASKA SHOOTOUT IS MONEY IN THE BANK.
The 1986-87 college basketball season gets off to a blazing start this November on ESPN. For openers, there's a series of exhibition games between the Soviet National Team (featuring 1st round NBA pick Arvidas Sabonis) and top American college teams.
Then the real fireworks begin. The Great Alaska Shootout, college basketball's premier early season tournament. When defending national champion Louisville and seven other powerful squads start shooting it out up North, upscale men everywhere will be rushing to ESPN for action they can't catch on the broadcast networks.
And these men know the real thing when they see it. For instance, ESPN's typical college basketball viewer buys 37% more imported cars, 36% more life insurance and does 44% more business travel than the national average.*
Without ESPN, your television budget is underdelivering these upscale men. Just 10% of your national TV budget allocated to ESPN will dramatically increase its effectiveness. You'll be reaching the men who spend and do more. And you'll be doing it at a much lower cost-per-thousand.
So give us a call at (212) 661-6040. You supply the message, we'll help you strike gold.
ESPN
THE TOTAL SPORTS NETWORK
*MRI, 1985
©1985 ESPN, Inc.

3 STRIKES
presents
TOWEL IN A TUBE
Perfect T-Shirt substitute for promotional campaigns
ALSO BEACH TOWELS AND EMBROIDERED APPAREL
For Info: 3 Strikes Custom Design
570 Fifth Avenue – Penthouse
NYC NY 10036 212-397-0020
Outside NY 800-524-4034

made sense for us to kick off the fall tour with the Kodak Invitational here in Rochester."

But while all seems right with the PBA, bowling in general continues to struggle to get its image out of the gutter. The National Bowling Council and its agency, Baltimore-based Eisner & Associates, have decided to attack the problem with national advertising. Although the council produced limited national campaigns in the past, some featuring spokeswoman Mary Lou Retton, the focus had been on spots for local proprietor use and promotional tie-ins with companies.

Now comes "Superbowlin' Saturday," supported by a $3.5 million national ad campaign. Breaking next month and starring Ms. Retton, the ads invite children ages 6 to 12 to bowl during three-hour supervised events staged on four successive Saturdays starting Oct. 11.

"It's the first time we're marketing the sport with long-term benefits in mind," Mr. Schoenberg says. "Just maybe it will get the kids interested in bowling and they will keep it up."

If successful, the council expects to double its ad spending in 1987, while targeting senior citizens. Other campaigns are in the works, but not everyone is convinced the council is properly positioning bowling.

> ***"It's the first time we're marketing . . . with long-term benefits in mind."***
>
> **Joe Schoenberg**
> **National Bowling Council**

George Allen, author of "Bowling Industry Trend Study," insists the sport needs a new image. "Whoever is setting the advertising and pr policy for the National Bowling Council should totally change it because [the policies] are the reason for the low image and low integrity of the game," he says in *Bowlers Journal*.

Mr. Allen points to the "Bring a blob bowling" campaign. "A blob. What the hell does that do to the image of bowling? The most recent [campaign] featured people who were bored to death wondering what to do when a bowling ball drops out of the air into their hands. The implication is, if you're bored to death, go bowling. But don't go if you've got anything worthwhile going," Mr. Allen says.

"I would change the whole thrust," he says. "I would look for social trends out there that bowling can appeal to. It offers a lot of things for a lot of people."

While bowling may be hitting strikes in the tv sales and sponsorship game, Mr. Allen says that at least in terms of image it needs to get more on the ball to knock down the Archie Bunker mentality.

Participation sport may be on a roll

In many metropolitan areas, the most familiar sign on bowling alleys is the one that reads "For sale or lease." Bowling centers seem to be closing their doors at a rapid clip.

Property values in many areas have risen dramatically, giving owners more reason to sell. And many older alleys have opted to close rather than remodel.

But at the same time, larger, modern centers are opening, balancing the losses. According to the American Bowling Congress, 10,883 centers operated 157,013 lanes in 1962. Today 8,148 centers operate 152,876 lanes—a mere 3% drop in lanes.

"It's starting to come back," says V.A. Wapensky, executive director, Bowling Proprietors Assn. of America. "The two things bowling needs now is more advertising and the modernization of centers."

Perhaps the most telling sign of bowling's health is Beaverton, Ore.-based Nike's entrance into the sport, having recently introduced its first line of bowling shoes, apparel and bags via print ads. "Bowling is something we just couldn't ignore anymore," spokeswoman Mary Marks says.

"We looked at different sports, and bowling showed the greatest potential. It's a $4 billion-a-year industry in the U.S. and it can grow."

Nike brings legitimacy to bowling, says Joe Schoenberg, Washington-based National Bowling Council's vp-marketing. "It's a promotion-minded company able to infuse cash into the sport."

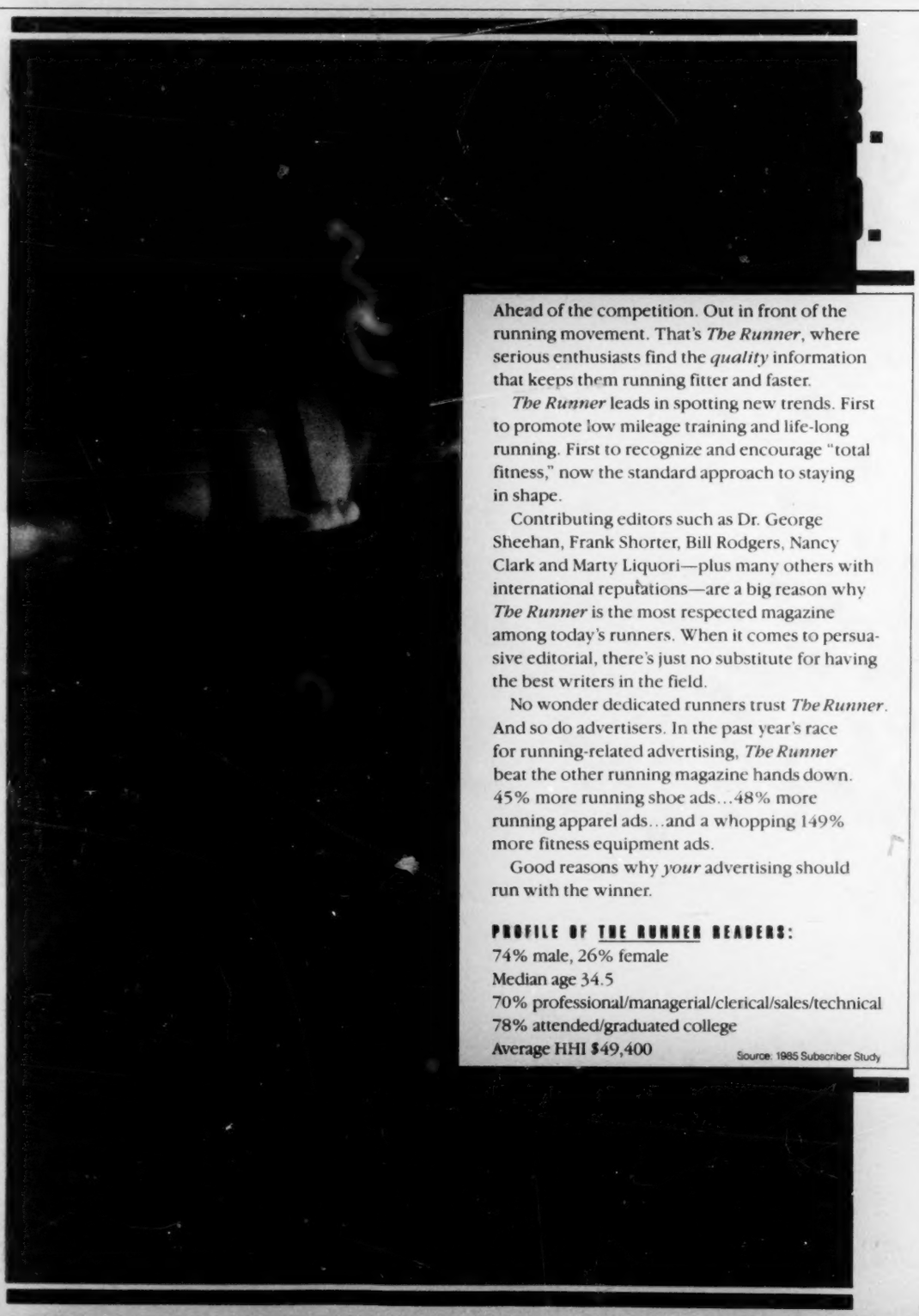
If the company's move succeeds, others may follow. "I hope Nike throws in a ton of money to promote its products," says Clay Donner, manager-advertising sales/promotion, Brunswick, Muskegon, Mich. "It will help everybody by actively promoting the sport and improving its image, which is exactly what bowling needs."

—Wayne Walley

Bigger centers spare lanes

	Bowling centers	Number of lanes
1986	8,148	152,876
1962	10,883	157,013
Per cent change	−25.1%	−2.6%

Source: American Bowling Congress



Ahead of the competition. Out in front of the running movement. That's *The Runner*, where serious enthusiasts find the *quality* information that keeps them running fitter and faster.

The Runner leads in spotting new trends. First to promote low mileage training and life-long running. First to recognize and encourage "total fitness," now the standard approach to staying in shape.

Contributing editors such as Dr. George Sheehan, Frank Shorter, Bill Rodgers, Nancy Clark and Marty Liquori—plus many others with international reputations—are a big reason why *The Runner* is the most respected magazine among today's runners. When it comes to persuasive editorial, there's just no substitute for having the best writers in the field.

No wonder dedicated runners trust *The Runner*. And so do advertisers. In the past year's race for running-related advertising, *The Runner* beat the other running magazine hands down. 45% more running shoe ads...48% more running apparel ads...and a whopping 149% more fitness equipment ads.

Good reasons why *your* advertising should run with the winner.

PROFILE OF THE RUNNER READERS:
74% male, 26% female
Median age 34.5
70% professional/managerial/clerical/sales/technical
78% attended/graduated college
Average HHI $49,400

Source: 1985 Subscriber Study

first few days," he says. "Most problems did get resolved in time, but the fact of the matter is that we paid a not insignificant amount of money, but we had significant problems."

New York-based SIN Television Network, which broadcast all 52 final games in Spanish, sidestepped audio problems by announcing its play-by-play from San Antonio, Tex.

Like all those involved, however, Mr. Schanzer now points to the successes. "It was a very, very special event even though we were frustrated by production problems. We would have liked a better share for the final."

The final pulled a 4.1 rating, 13 share, putting the U.S. audience in the range of 6 million to 8 million households.

Because much of its audience is transplanted from countries playing in the finals, SIN delivered an audience of 2.7 million Hispanic households for the final, three times the amount estimated, says Mal Karwoski, director-sports publicity.

The same factor that helped SIN hurt NBC. "Without an American team included it was harder to sell to the American public," Mr. Schanzer says.

Despite the technical problems and the absence of a U.S. team, Gillette's Mr. Kalan says NBC shares the blame for the low rating. "NBC bought this thing and didn't know what to do with it. There was no promotion of the World Cup as an event."

Gillette and Italian sponsor Cinzano took advantage of the event by renting an Acapulco hotel for guests and shuttling them to Mexico City for the contests, a move that resulted in an unmatched customer relations coup, he says. "When you buy this kind of sponsorship, really all you're buying is an opportunity.... Now we can run promotions virtually anywhere around the world based on the World Cup."

Perhaps anywhere except the U.S., where interest in international soccer is comparatively low, although the National Sporting Goods Assn. reports more than 8 million Americans participate in the sport.

Regardless, the World Cup offers a chance for multinational corporations to highlight their international side every four years.

"Each of the World Cup sponsors has been given first option on 1990 [in Italy]," ISL's Mr. Breen says, "and it looks like they will all be back."

There are hints the U.S. will try to stage the 1994 tournament, although Brazil currently is the front-runner. None of the sponsoring U.S. companies admits to being part of such a push, but the U.S. Soccer Federation indicates the corporations will have a big part in helping the Federation Internationale de Football Assns., soccer's international governing body, decide where to place the event.

FIFA has called the U.S. a "sleeping giant" that could take soccer to higher levels—a goal increased corporate dollars would help it attain.

Sponsors join lineup

(Continued from Page S-1)

tions are racing toward sponsorship as another form of narrowcasting, says Steve Lesnik, president, Kemper Sports Management, Northbrook, Ill. Because the data are in on who watches and attends which sports, he says, it now is viewed as an effective way to target market.

As segmented marketing caught on, companies looked for less costly and more efficient alternatives to broadcast advertising. "The dollars that had been put into broadcasting are being put into sports, special-interest magazines, cable, special events," Mr. Lesnik says.

Mr. Wishner agrees, saying, "The growth is coming at the expense of traditional advertising," partly because companies discovered sports marketing can be used to foster corporate image.

But sponsorship is not about to sideline sports advertising, Mr. Benton says. The shift is from nonsport vehicles, he says, reiterating sponsorship is a good tool to target market segments in the face of rising national media costs. "It's a matter of taking a stronger commercial message to smaller audiences. A $500,000 investment in sports marketing buys a company a lot of visibility."

The press is packed with articles claiming sponsorship will usurp sports-related advertising. These opinions are out of bounds, according to Lesa Ukman, executive editor, "Special Events Report," Chicago. "Sponsorship is a drop in the bucket compared to advertising." Most companies advertise their sponsorship, so the boom in events generates more local ad revenues, she says.

Although tv is not down for a 10-count, the networks are aware of their competitor's clout. "Tv is coping by joining," Mr. Lesnik says. "Instead of saying, 'Oh no. That money has to go into a 30,' tv and agencies are looking at corporate sponsorship as a support activity rather than as something that siphons resources from advertising."

On-air presentations and sponsorship deals tied into time buys are becoming common. CBS now requires companies to pick up 25% of available time slots if they want to receive on-air credit as an event's sponsor.

"The networks are concentrating less on selling time and more on marketing involvement with sponsors," Mr. Osenton says. "They've made these moves for their own health," particularly as they tackle the problem of soft sports programing sales (AA, Aug. 4).

Teaming advertising and sponsorship allows companies to cover the bases. Event participation provides an opportunity for intensive on-site activities ranging from pr efforts, such as hospitality tents and VIP programs, to product sampling and research. "The overlay of paid advertising provides the broad-based coverage," Mr. Wishner says. "The question is whether companies will continue to be satisfied with having to buy ads in addition to sponsoring events."

Conjuring up creative programs for existing sporting events often garners more on-air coverage than an ad could supply, he says. Mr. Wishner's company designed a contest for

(Continued on Page S-22)

Ceo no longer writes the rules to game

Historically, sports sponsorship deals had all the sophistication of a slush fund. If the company chairman or president was an avid golfer, corporate dollars suddenly would be linked to golf tournaments, complete with a few private rounds between corporate hierarchy and top players.

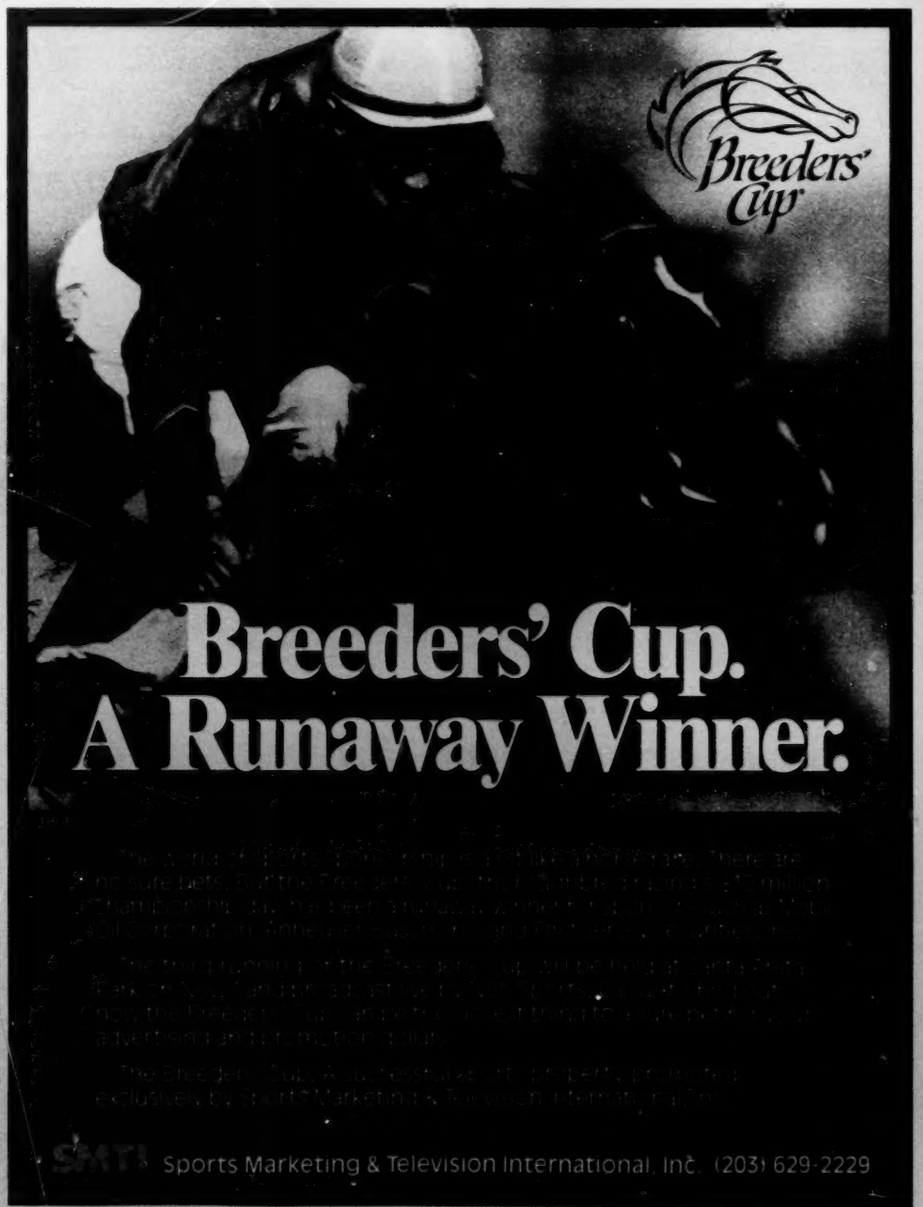
"This was more of a factor when sports marketing was in the fun and games region," says Steve Lesnik, president of Northbrook, Ill.-based Kemper Sports Management. "But the field is far beyond that."

The money involved is pushing companies toward making more educated choices, says Howard Wishner, president, Wishner Communications, New York.

Although, "the guy sitting in the head office still has a lot to do with which sports the company becomes involved in," he says. This is not all bad because there's nothing like the chairman's presence at events for pr value.

Although more decisions are being made on the marketing level, the field will continue to suffer the "ceo syndrome," says Lesa Ukman, executive editor of Chicago-based "Special Events Report." "Events are too sexy. Everyone from the top on down wants to get involved."

—Ed Fitch



EXPRESS SALES LEAD CARDS
Marketing Sporting Goods Products & Services Successfully For Over 7 Years!

IDEAL FOR:
- Kicking Off New Sales Campaigns
- Promoting Your Company's Sponsorship of Major Sporting Events
- Special Offers
- Special Promotions

EXPRESS SALES LEAD CARDS are 3" x 5" advertising response cards that go directly to the major buyers of specialty sporting goods products & services and are returned directly back to you by the buyer.

For Information Contact:
Rob Hedeman
EXPRESS SALES LEAD CARDS
1545 N.E. 123rd Street
North Miami, FL 33161-6095
(800) 327-3736 or (305) 893-8771
TELEX: 5106009280
IND PUBLISHERS UQ
A Division of INDUSTRY PUBLISHERS, INC.

Express Sales Lead Cards

Sponsors join lineup

(Continued from Page S-21)

Purolator Courier Corp. that recognized the fastest pit crew during the Indy 500. "It added a new segment to the coverage, and the media is always looking for a new angle on an old event."

Other winners are the sports themselves, which had knocked network rights fees out of the ballpark. ABC recently reported its about $560 million 1984 to 1989 Major League Baseball contract would result in million-dollar losses annually, and the network pushed for renegotiation. "With tv revenues flat and the size of the gate and concession limited," Mr. Osenton says, "the natural option was corporate involvement."

The increased involvement has generated its own set of problems, the main one being clutter. "It's as hard to stand out in sports marketing as it is in advertising," Mr. Benton says.

The solution is to become sole sponsor of an event and heighten corporate-sport association, observers say. This means jumping into new sports or events, because the cost of sponsoring pro sports is as high as ad rates, Ms. Ukman says.

The public's fickle fascination with specific sports makes sole sponsorship a bit of a gamble, particularly when long-term continuity is the way to cement the corporate-sport association factor. "What's hot and what's not changes from year to year," Mr. Benton says.

Marathons, once a hot ticket, are common. Sources say sports to watch in terms of sponsorship are road rallies, triathlons, dogsled racing, mountaineering, orienteering, boardsailing, cycling, yachting and volleyball.

Not surprisingly, the No. 1 criterion is to go out for a sport that complements other marketing activities or fits the corporate personality. "Otherwise the credibility factor goes out the window," Mr. Lesnik says.

Increasingly, sponsorship activities are defining corporate personality. Two French boardsailors recently landed on a Florida beach, having crossed the Atlantic Ocean under Timex Corp.'s sponsorship, "a perfect example of how a company can change its image with an event," Mr. Benton says. Boardsailing was not only cost efficient, he says, but glamorous. "Consumers might expect Swatch to do something like this; it generated excitement for Timex."

Image-altering types of involvement obviously carry greater risks. But even the outcome of the most well conceived sponsorship cannot be guaranteed. "It might rain or there could be a major scandal involving the sport at the last minute," Ms. Ukman says.

The very things that make them attractive to sponsors—visibility, spontaneity, life-style imagery—make them perilous ventures, she says.

Predicting a shakeout in sponsorship action, Mr. Lesnik says, "People who aren't doing it for sound reasons will drop out."

Although not always a hit, sports sponsorship can be a critical addition to marketing plans. "It can be the cheapest and most visible form of sales promotion," Ms. Ukman says, which explains why more companies are taking their turn at bat.

—*Ed Fitch*

Corporations and sports share goals

Sports involve conflict. But conflict of interest is a relatively new addition to the sports arena. As sponsorship becomes more critical in determining whether a sport lives to run another day, the corporate-sport relationship borders on being incestuous.

"Sports are hypocritical," says Lesa Ukman, executive editor of Chicago-based "Special Events Report." "The federations control most of the amateur sports, and there is some controversy as to whether they are doing what is good for the sport vs. what is good for the sponsor."

The two goals need not be opposing. Without sponsors, many amateur sports would be left in the dust, she says.

The sponsorship tie-in doesn't break any rules, says Ray Benton, president of Washington-based ProServ, as long as it doesn't break the rules. "Short of changing the rules, it does not destroy the integrity of a sport if it is called the Volvo Tennis Tournament or if a player wears a patch with Avis on it."

Sports have been a form of recreation and entertainment, he says, now it's a form of marketing with corporate sponsorship as an integral part of its economic base.

Businesses wo't tinker too much with a sport's anatomy. Interfering with a sport's substance would only alienate the people the company was trying to reach, Ms. Ukman says.

The issue may abate as the number of events relying on corporate dollars increases. "The number of events is growing," says Tom Osenton, associate publisher, *Sports Marketing News*, Westport, Conn., "but so is the number of events owned. Soon all college bowl games will have title sponsors, for example."

The whole situation could turn into a vicious circle, however. The proliferation of events is being paced by a larger pot of dollars. "But that pot is limited," he says, "so there will be competition among sports for a piece of that pot." As the dollars dwindle, it will be interesting to see how far some sports will let their sponsors determine the rules of the game.

—*Ed Fitch*

Methods of keeping score for advertisers

In sports marketing, it's not so much how you play the game, but whether you win or lose. The trouble is, companies don't have a handy score card to measure the outcome. "It is as sophisticated as the so-called measured media and uses the same methods: The number of impressions vs. the cost of generating those impressions," says Ray Benton, president of Washington-based ProServ.

Measuring impact is still very visceral, agrees Lesa Ukman, executive editor of Chicago-based "Special Events Report." Companies are not demanding much research anyway, she says. "If you have 150,000 people at an event and the corporate name on a banner, you don't need to spend money on research to determine if the sponsorship was effective."

It is naive to judge an event's success by comparing media exposure to the cost of placing a spot, Ms. Ukman says. "You can't say the fact that a corporate name appears 20 times has the same amount of effectiveness as a tv commercial because you can't control the message the way you do in a tv spot."

Sports sponsorship carries a better message because it is nonpaid promotion, says Steve Lesnik, president, Kemper Sports Management, Northbrook, Ill. "Commercials do sell soap, but the public feels nonpaid forms of product promotion are more credible." Although sponsorship used to be evaluated on the same terms as advertising, he says, "now it's a combination of advertising, pr, quantitative data and gut feeling."

An accepted means of measuring effectiveness will have to be developed to prove event marketing's clout and keep it from being one of the first areas trimmed from budgets, Ms. Ukman says. "The way to prevent this is to make it self-liquidating," selling products at an event or having a financial stake where a percentage of the revenue generated is kicked back to the sponsor. "The best judge is a combination of the number of people reached on-site and the amount of the cost that is self-liquidated."

Ms. Ukman suggests it is irrelevant who is reached on-site. "At a Virginia Slims tournament, for example, it's not important to reach the 2,000 people attending the event." But it is essential the public associate the company with the event, she says.

The balance sheet is the best score card, says Mr. Benton. "Volvo has found the number of cars sold goes up after an event, and the people at Virginia Slims have long maintained sales increase after an event."

—*Ed Fitch*

Senior editor Ed Fitch coordinated this report on Sports Marketing.

Coming

There will be no Special Report Sept. 8. However, Ad Age will present its annual report of the 100 Leading National Advertisers on Sept. 4., and the Sept. 15 Special Report will focus on Women and the Auto Market.

PUT PRO LEGENDS TO WORK FOR YOU

Pro Legends, Incorporated, a subsidiary of the National Football League Alumni, offers the drawing and selling power of the greatest names in pro football history (and other sports) for use in motivational programs, conventions, sales meetings, product endorsements, advertising, and sales promotions.

Let us show you how marketing with the legends can work for your company.

Contact Jack Maitland, President, Pro Legends, Incorporated, 2866 East Oakland Park Blvd., Ft. Lauderdale, FL 33306 or telephone (305) 561-9445.

Pro Legends, Incorporated

Creative Marketing Specialists

1887-1987

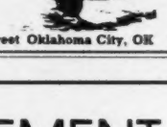
CENTENNIAL CELEBRATION

100 Years Old

And Still Scoring!

For more than 32 million Americans, softball is 'America's Game'. Corporate sponsorship opportunities of Amateur Softball Association programs during softball's Centennial Celebration Year will tie into the active market of softball players and supporters. Produce hits and score big with exposure through the Amateur Softball Association's availabilities.

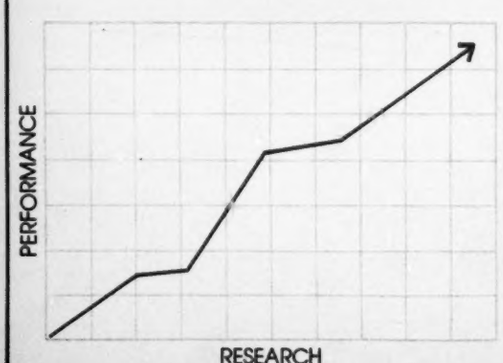
- **ASA Publications**
- **Tournaments**
- **Special Events**
- **Merchandise**
- **And More**



For more information contact:
Don Porter, Executive Director
(405) 424-5266

Amateur Softball Association 2801 NE 50th Street Oklahoma City, OK 73111

MEASUREMENT.



Height. Distance. Speed. Accuracy. . . just a few of the things that are measured to determine the winners in sports.

Corporate Image. Product Awareness. Sponsorship Clutter and Recall. Cost-Effectiveness. Target Audience's Sports Interests. . . just a few of the things we measure to determine the winners in sports marketing.

If your firm needs qualitative or quantitative research to increase your impact in sports marketing, call or write us for more details.

PERFORMANCE RESEARCH

THE BOURSE • SUITE 900 WEST • INDEPENDENCE MALL EAST

PHILADELPHIA, PENNSYLVNIA 19106 • (215) 625-9320